

Abstract

An image pickup apparatus includes a characteristic value calculation circuit 16 for extracting a characteristic value used for predicting an amount of codes to be generated at a time of compressing a video signal acquired by a solid state image pickup device from the video signal, and a compression coefficient control circuit 17 for controlling a compression coefficient which is used by an image compression unit 18 based on the characteristic value acquired by the characteristic value calculation circuit 16. The compression coefficient control circuit uses the characteristic value acquired by the characteristic value calculation circuit 16 at a time of allowing users to check an image to be picked-up before picking up an image, and determines the compression coefficient at a time of picking up an image.